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Minister of State  
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The Honourable

L'honorable

Marcel Danis



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**FOR IMMEDIATE RELEASE**

**Federal government announces \$7.4 million to improve  
career counselling methods and career counsellor  
training programs**

**MONTREAL --** The Honourable Marcel Danis, Minister of State for Youth, and Minister of State for Fitness and Amateur Sport announced today that \$7.4 million in Canadian Jobs Strategy funding will be used to support research and development into new career counselling methods and counsellor training programs until the end of March 1993.

"Canada has a high school dropout rate of 30 per cent," said Mr. Danis. "Part of the solution to this problem lies in more research into effective counselling methods, particularly in high schools, and the designing of better training programs for career counsellors."

Canada



The Canadian Guidance and Counselling Foundation (CGCF) in Ottawa has been given \$2 million out of the funding to co-ordinate and manage the three-year joint program, which is entitled "Creation and Mobilization of Counselling Resources for Youth" (CAMCRY). The other \$5.4 million which is being matched on a 50/50 basis, is for research and development to advance career counselling for youth.

Joint projects worth a total of \$8 million (\$4 million from CJS) have recently been approved and are being researched and field tested by several universities and colleges across the country. Two hundred letters have gone out to encourage more proposals.

"We are calling upon universities and colleges to work collaboratively in research and development with the many partners who work with our young people," said Mr. Danis.

Special attention will be given to projects that examine ways to integrate youth with disabilities, young women, aboriginal youth and visible minorities into the labour market.

"This program involves the fostering of partnership with industry and the academic community. It also illustrates the collaborative effort called for

in the recently announced Stay-in-School initiative, designed to reduce Canada's high dropout rate," Mr. Danis added.

"Improved career counselling will help young people better realize their potential both in school and in the job market," he said. "Career counsellors will also have better resources to prepare youth for the demanding labour market of the 90's."

Professional associations, service agencies, government departments, school boards, companies and foundations are also making financial contributions to the overall program.

One objective of the program is to identify and set up Centres for the Advanced Development of Career Counselling. The centres will develop various tools for counsellors and youth, such as: training modules for educators on the realities of the labour market; distance learning technology for youth in rural and remote communities; a computer simulation to assist youth to develop job related skills; state-of-the art career counsellor training and the best ways to provide career counselling for the learning disabled and ex-offenders.

The Canadian Jobs Strategy (CJS) offers a set of six programs to help unemployed and disadvantaged people get practical training and on-the-job experience. The Counselling initiative will be funded



under Innovations, a CJS program which encourages and funds new ideas for growth and development of the Canadian labour market.

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## **Backgrounder**

### **Background**

The Canadian Guidance and Counselling Foundation (CGCF), has the mandate to promote research and development in counselling. Its priority, since its founding in 1980, has been the development of career counselling.

The high school dropout rate in Canada was rising steadily, signalling a crisis among young people who were facing increased difficulties making successful transitions into adult and working life.

The labour market was changing also. More post-secondary training and education was required for even basic entry-level jobs, making it extremely difficult for young people who, having left school to take low-paying jobs, found themselves trapped with rising expectations and no chance of advancement.

In 1986, the professional career counselling community participated in several "think-tanks" sponsored by Employment and Immigration Canada (EIC) to plan new strategies for helping young people. The counselling group agreed that better training programs for youth counsellors, teachers and community agency workers were needed in order to equip them with up to date career counselling methods. Practitioners in the field also needed better information about the labour market. The world of work had changed so rapidly that existing theories and methods to prepare youth for their careers were not current with socio-economic realities. The "one career for life" concept, for example, was no longer relevant; not enough was known and promoted about the full range of occupational possibilities; attention to equity in all career choices had little prominence.

It was also clear that there were excellent resource persons in institutions across the country, but partnerships among institutions were rare, and innovations in career counselling tended to remain isolated.



### Counselling Initiatives

As a result of these discussions and the proposals that followed, EIC's Innovations program and the Canadian Jobs Strategy (CJS), provided \$7.4 million to assist the Foundation to mount a national, three-pronged initiative as follows:

- design and disseminate state-of-the-art career counselling training programs for persons working with youth
- develop innovative career counselling models and materials
- encourage co-operative initiatives involving multiple partners and multiple sectors

### CAMCRY - The Project

In November 1989 these three initiatives were combined to form the CAMCRY project - Creation and Mobilization of Counselling Resources for Youth. The principal goals of CAMCRY are, over the next three years, to effect a major improvement in career counselling throughout the country, to enable many more youth to enter the labour market without serious difficulty, and to participate in it more effectively. A related objective is to help young people make realistic career choices consistent with the current and future labour market. CAMCRY funding comes from the Innovations program, a component of the Canadian Jobs Strategy, and is being administered and co-ordinated by the CGCF.

The actual development of new counselling techniques is being undertaken by a network of colleges and universities working in collaboration with professional associations, service agencies, government departments, school boards, companies and foundations. In all cases, project funding provided through CGCF must be matched by an equal amount from the college or university and its partners. The amount of \$5.4 million is available for project funding over the next three years.

### CAMCRY - The Project (continued)

The CGCF will be responsible for marketing the new counselling inventions all across the country, by working in co-operation with the university Centres, project sponsors, professional associations and the counselling community.

Each project proposal must meet explicit criteria of being innovative, contributing to the advancement of career counselling for youth and applicable to large numbers of counsellors and youth. Each proposal is reviewed by CGCF and by outside experts, and must include an evaluation plan. Any prototype counselling method invented during the project must be field tested.

### Centres for the Advancement of Career Counselling

The Centres will play a key role in the development, testing and dissemination of new counselling and training strategies. It is planned that the Centres will continue to carry on the advancement of career counselling after the CAMCRY project ends in March 1993.

### The Centres

The following Centres for the Advancement of Career Counselling have been established:

- University of Victoria (initial amount of \$190,000 with additional projects now being planned);
- Queen's University, Kingston (\$690,000);
- Université Laval, Ste. Foy (\$536,000); and
- Memorial University, St. John's (\$910,000).



### Individual Projects

In addition to the centres, the following individual projects are currently being funded (listed alphabetically):

- Concordia College, Edmonton (\$350,000)
- George Brown College/Toronto Board of Education (\$220,000)
- Loyalist College, Belleville (\$24,000)
- St. Lawrence College, Kingston (\$75,000)
- Université de Moncton (\$200,000)
- Université de Sherbrooke (\$220,000)
- York Region Education/Industry Foundation, Toronto (\$125,000)

### Mobilization

"Mobilization" - the M in CAMCRY - refers to the effort it takes to have the counselling innovations adopted throughout the counselling community. The adoption of innovation is usually very slow. For this reason, projects will be partnered wherever possible with professional associations or school boards, who can influence the adoption of new counselling techniques at the grass-roots. Field testing at an early stage will help to ensure adoption of the final product in the future. The involvement of school systems is especially crucial if CAMCRY is to be a success. Professional associations and teachers' federations will play an important role in fostering interest in the schools and among their own members with respect to training.

### Steering Committee

To assist the CGCF, a steering committee has been formed of the professional organizations listed below. An important role of the steering committee is to ensure the relevance and practicality of the products for their counsellor populations working in the field.



Steering Committee Members

ACCIS - THE GRADUATE WORKFORCE PROFESSIONALS, Toronto  
BRIDGING THE GAP, Toronto  
CANADIAN ASSOCIATION OF REHABILITATION PERSONNEL, Toronto  
CANADIAN ASSOCIATION FOR VOCATIONAL EVALUATION AND WORK  
ADJUSTMENT, Oakville  
CANADIAN COUNCIL ON REHABILITATION AND WORK, Winnipeg  
CANADIAN GUIDANCE AND COUNSELLING ASSOCIATION, Ottawa  
CANADIAN REHABILITATION COUNCIL FOR THE DISABLED, Toronto  
CANADIAN UNIVERSITY AND COLLEGE COUNSELLING ASSOCIATION, Toronto  
COOPERATIVE, CAREER AND WORK EDUCATION ASSOCIATION OF CANADA,  
Hamilton  
CORPORATION PROFESSIONNELLE DES CONSEILLERS ET CONSEILLERES  
D'ORIENTATION DU QUEBEC, Montréal  
ONTARIO SCHOOL COUNSELLORS' ASSOCIATION, Missisauga, Ont.  
ONTARIO TEACHERS' FEDERATION, Toronto  
STM SYSTEMS CORPORATION, Ottawa

